



AGENDA & SPEAKER INFORMATION

2016 ANALYTICS EXCHANGE | Analytics for Social Change & Human Resources

May 16, 2016 | 8:00 a.m. – 4:30 p.m.

Prentice Women's Hospital Conference Center | Canning Auditorium | 3rd Floor
250 East Superior Street | Chicago, Illinois 60611

- 8:00AM - 8:30AM** **REGISTRATION & CONTINENTAL BREAKFAST**
- 8:30AM - 9:00AM** **WELCOME & INTRODUCTIONS**
Remarks by Alice Zhao '13, Data Scientist at Cars.com
- 9:00AM - 9:50AM** **PRESENTATIONS / Analytics for Social Change**



Optimizing Social Media Content for Social Change

Greg Green, Project Lead, Performance Marketing, Strategy, Analytics and Insight at SocialDeviant

Greg Green brings over 30 years of experience in analytics with most of his focus on digital media, marketing and advertising. Highlights include analytics products and sales optimization director at Google, global head of analytics at Digitas, and he is currently working with SocialDeviant as Head of strategy, analytics, and research.

Greg recently joined the Northwestern faculty as an adjunct lecturer in Medill's Integrated Marketing Communications Program, sharing his experience in Analytics Consulting and Marketing Research. Greg obtained a B.S. in Math from Central Michigan University, M.S. in Statistics from Michigan State University, and Ph.D. in Mathematics from Claremont Graduate University.

Greg is a sought after speaker in Marketing Analytics, bringing a passion to create value from disparate sources of unstructured data and a desire to push the limits of analytical innovation.



Doing Practical Data Science for Social Impact

Rayid Ghani, Director, Center for Data Science & Public Policy, Data Science for Social Good Fellowship at University of Chicago

Rayid Ghani is the Director of the Center for Data Science & Public Policy and a Senior Fellow at the Harris School of Public Policy and the Computation Institute at the University of Chicago. Rayid is a reformed computer scientist and wanna-be social scientist, but mostly just wants to increase the use of data-driven approaches in solving large public policy and social challenges.

Before joining the University of Chicago, Rayid was the Chief Scientist of the Obama 2012 Election Campaign where he focused on data, analytics, and technology to target and influence voters, donors, and volunteers. Previously, Rayid was a Research Scientist and led the Machine Learning group at Accenture Labs.

In his ample free time, Rayid works with non-profits to help them with their data, analytics, and digital efforts and strategy.

- 9:50AM - 10:10AM** **BREAK**
- 10:10AM - 11:00AM** **PRESENTATIONS / Analytics for Social Change**



Using Data to Improve Health and Wellness
Greg Kerr, Chief Technology Officer and Executive Vice President at Inmar

Greg Kerr serves as Inmar’s Chief Technology Officer. In this role, he manages their solution development teams, and defines and leads Inmar’s technology strategy. He is responsible for strengthening their existing commerce networks, while integrating mobile and emerging technologies to enhance their value proposition. Greg joined Inmar in December 2013, bringing a unique skillset combining mobile, big data, and product development with strong business acumen and a keen awareness of the value of user experience in software. He has extensive technical and leadership experience building and directing engineering organizations; planning, staffing and leading complex projects to successful conclusions, maintaining strong customer relationships, and facilitating tight business and engineering alignment.

Prior to joining Inmar, Greg served as Vice President, Software Development, for AuthenTec, where he was responsible for defining software strategy and leading the company’s technical Mergers and Acquisition teams. While with AuthenTec, he was involved in the development of the technology that enables the iPhone’s Touch ID fingerprint identity and played a key role in the company’s sale to Apple, Inc. Prior to AuthenTec, he was Vice President of Engineering, Sonic Solutions, where he led the integration of engineers located across six countries in Europe, Asia, and the U.S. Greg also founded several successful software development companies.

He holds a Bachelor of Science in Computer Engineering from the University of Illinois Urbana-Champaign with Honors in Physical Chemistry. He is fluent in English and German and academic Spanish and Russian.



& Jeff Clouse, Director, Data Science at Inmar

Jeff Clouse is the Director of Data Science and the Principal Data Scientist for Inmar’s data science team, which focuses on deriving value for Inmar, its clients, and its partners from its data. Jeff applies his diverse background, encompassing over two decades of corporate and academic experience, to bring together advanced analytics and modeling algorithms, a solid data pipeline, and best practices in software design and development to create powerful data-driven solutions.

Prior to joining Inmar in August 2012, Jeff was a software architect and developer for companies in several industries. At Republic Mortgage Insurance Company, he worked closely with the actuarial team to create the end-to-end pricing model, as well as serving as the lead architect and developer for other B2B and B2C applications. From 1997 through 2005, Jeff was a software contractor at companies such as Lucent Technologies, Gilbarco Veeder-Root, and American Express, working on projects ranging from data acquisition and reporting for underground gasoline tanks through a Corporate Best Practices award winning application for integrating national sales and engineering efforts. While serving in these full-time roles, Jeff was also an adjunct professor at the University of North Carolina Greensboro and at Wake Forest University.

Jeff holds a Ph.D. in Computer Science, with an emphasis on Machine Learning, from the University of Massachusetts Amherst, along with M.S. and B.S. degrees in Computer Science from UMass and Virginia Tech, respectively. His graduate research focused on incorporating findings from statistics, engineering, animal learning, and artificial intelligence to produce algorithms that adapt decision models for intelligent computerized agents based on their performing multi-step tasks.



Unlocking and Sharing Healthcare Data for Quality Improvement
Greg Wozniak, Director, Outcomes Analytics at American Medical Association

Dr. Wozniak leads the Outcomes Analytics team in the AMA’s Health Outcomes Group. He previously led the Measures Analytics and Economic Evaluation team for the AMA-convened Physician Consortium for Performance® (PCPI™). Dr. Wozniak has numerous publications in economics, health economics, health services research, and medical journals, and has served as project staff on research projects funded by AHRQ, CMS and RWJF. He also holds a position of Adjunct Assistant Professor, General Internal Medicine Feinberg School of Medicine, and Northwestern University. Dr. Wozniak received his graduate degree in economics from Iowa State University. He served on the Economics faculty of Loyola University of Chicago, and of University of Tulsa. From 1992-2004 Dr. Wozniak held positions in the AMA Center for Health Policy Research, and from 2004 to 2007 he served as Director of Health Services Research, at BlueCross-Blue Shield Association.

11:00AM - 11:20AM

BREAK

11:20AM -12:05PM

PANEL DISCUSSION: *Trends In Social Change Analytics*

Moderators: Valentino Constantinou '16 & Kelsey DeMott '16

12:05PM - 1:35PM

LUNCH

1:35PM - 2:20PM

STUDENT PRESENTATIONS

Allstate: Kelsey DeMott '16, Theo Feder '16, Jamie Green '16, Kedi Wu '16
Pace: Eric Lundquist '16, Michael Schra '16, Barthelemy Saugrain '16, Luyao Yang '16, Lynn Ou '16

2:20PM - 3:10PM

PRESENTATIONS / Analytics for Social Change



Data Science and the City

Tom Schenk, Chief Data Officer at the City of Chicago

Tom Schenk is a researcher, author, and an expert in a number of fields, including open government, data visualization, business and research and policy in education. He is currently the Chief Data Officer at the City of Chicago, which includes overseeing Chicago's open data portal, advanced analytics team, and the City's data and business intelligence team. He leads the strategic use of data to improve the efficiency of city operations and improve the quality of life for residents. Tom has led the expansion of Chicago's leading open data portal, deployed predictive analytics in the City to improve data services, and has streamlined the City's data operations. He earned a Master's degree in economics from Iowa State University and a Bachelor's from Drake University.



The Power of Data: Engaging Individuals on the Refugee Crisis, Beyond Donations

Adrianna Jelesnianska '13, Data Scientist at Civis Analytics

Adrianna is an alumni of the Northwestern University Masters of Science in Analytics program. Before her master's program, she attended the University of Illinois at Urbana-Champaign, majoring in mathematics and minoring in secondary education.

During her time at Civis Analytics, Adrianna has focused on predictive modeling, python development, researching and developing data science tools. As the team has grown, Adrianna has joined the Unstructured Data team where her role is focused on developing methods, analyzing and visualizing social media, and text data.

Adrianna continues to keep education a key part of her life by hosting monthly lightning talks at Civis and teaching Data Science workshops on the weekends at 1871.



& Kelly Kreft, Applied Data Scientist at Civis Analytics

As an Applied Data Scientist, Kelly conducts primary research and quantitative analysis, in addition to managing client support. Kelly works primarily on engagements for non-profit clients, after time in the education and political sectors.

Kelly was Analytics Project Manager for the 2012 Obama campaign, where she helped manage 54 analysts and engineers working on a very important deadline. While on the campaign, Kelly completed her BA in Mathematical Methods in the Social Sciences and Political Science from Northwestern University.

3:10PM - 3:30PM

BREAK

3:30PM - 4:15PM

PRESENTATION / HR Analytics



HR Analytics and Workforce Planning in the Cloud: An Integrated Systems Perspective

Dan Jennis, Project Lead, Human Capital Management Consulting Services at Capgemini

Dan Jennis is a certified SAP and SuccessFactors implementation consultant with Capgemini's SAP Human Capital Management (HCM) Capability. He has experience on multiple Human Resources IT implementation projects, most recently serving as the project lead for a multiple platform, hybrid on-premise/Cloud solution at a major transportation company. Dan often works with HR database architecture, designing both the linkages between disparate employee systems of records, as well as the front end user analytics engines that govern HR data and reporting. As a functional expert in the HR space, Dan works to manage the dual challenges of communicating the realities of technical concepts to clients with a clear and confident voice, while simultaneously ensuring the mathematical and architectural precision of complex HR systems. He is excited to be presenting on some of the challenges and innovations that he encounters in the world of HR Analytics as an IT service provider.

4:15PM - 4:30PM

CONCLUDING REMARKS

Notes:

VISIT US AT:

WWW.ANALYTICS.NORTHWESTERN.EDU

More information about the program and students can be found on the Master of Science in Analytics website.

Thank you for participating in the 4th Annual Analytics Exchange!

A special thanks to our conference co-chairs: Dr. Diego Klabjan & Dr. Edward Malthouse

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MS in Analytics